



Ronnie Eunson

What Shetland Wool Week has meant for Shetland's farmers, knitwear industry and the wool market. A description of Shetland Wool Week, its impacts and potential. SWW is an annual week long event taking place at locations all over the islands. It involves different parts of the community from wool producers to wool buyers, spinners, makers, knitters, and visitors to Shetland. It commenced as a response to King Charles 'Campaign for wool' led locally by Shetland Wool Brokers. It has grown to what is recognised as its capacity for visitors to the isles. The profile of Shetland Wool has grown globally along with the heritage aspects of textile and knitting production and has helped develop a host of smaller craft businesses.

Ronnie Eunson is a farmer who runs Uradale Farm in partnership with son Jakob. He was previously Commissioner with the Crofters Commission, Board Member of the Scottish Natural Heritage, Board Member of Quality Meat Scotland, and Chairman of the Shetland Livestock Marketing Group. The website for Uradale Yarns is available at: <https://www.uradale.com/>